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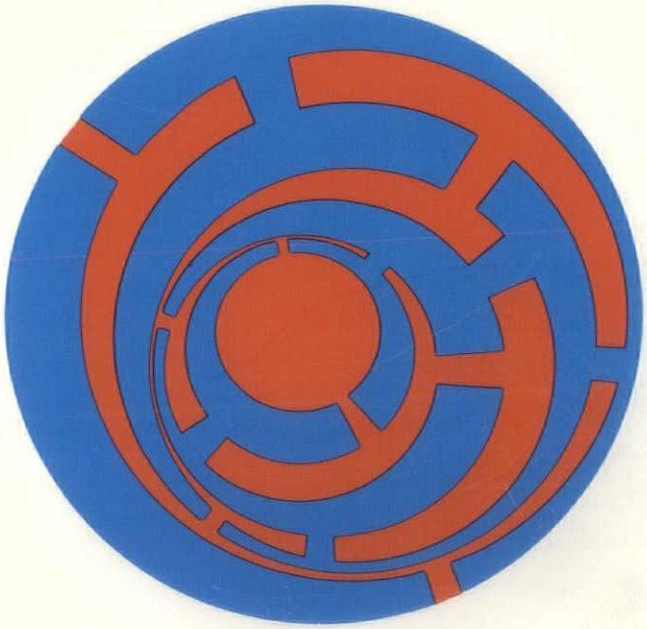

michigan society of architects march 1972 50c

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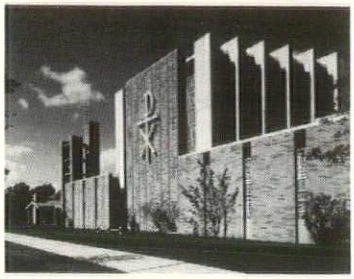

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ADMINISTRATION BUILDING

Harley Ellington Associates, Inc.
Architects, Engineers, Planners

BETHESDA HOSPITAL NORTH

Smith, Hinchman & Grylls Associates, Inc.

BURROUGHS CORPORATION WORLD HEADQUARTERS

Smith and Gardner, Architects

MONGUAGON SCHOOL

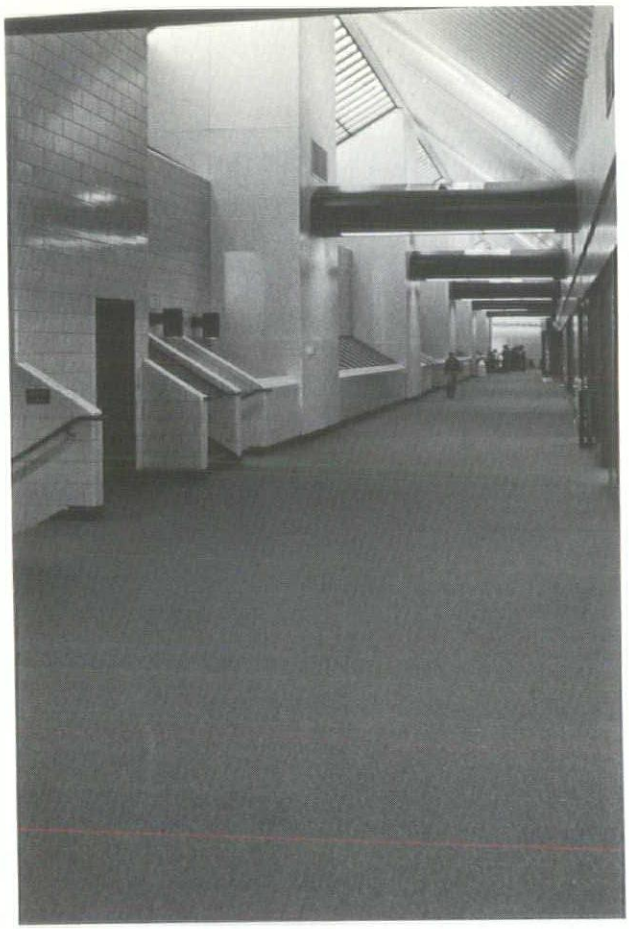
Eberle M. Smith Associates, Inc.

TROY PUBLIC LIBRARY

Straub, Van Dine, Associates, Architects

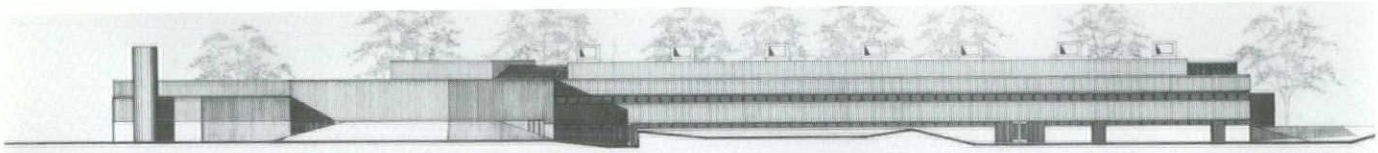
UNIVERSITY CENTER ANNEX

Tarapata-MacMahon-Paulsen Corporation

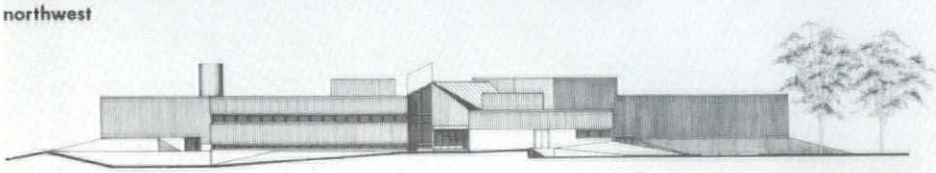


MONGUAGON SCHOOL
Marion Drive
Trenton, Michigan

Architect-Engineer:	Eberle M. Smith Associates, Inc. 950 West Fort Detroit, Michigan 48226
Landscape Architect:	Eberle M. Smith Associates, Inc.
Owner:	Trenton Public Schools
General Contractor:	Pyramid Construction Company



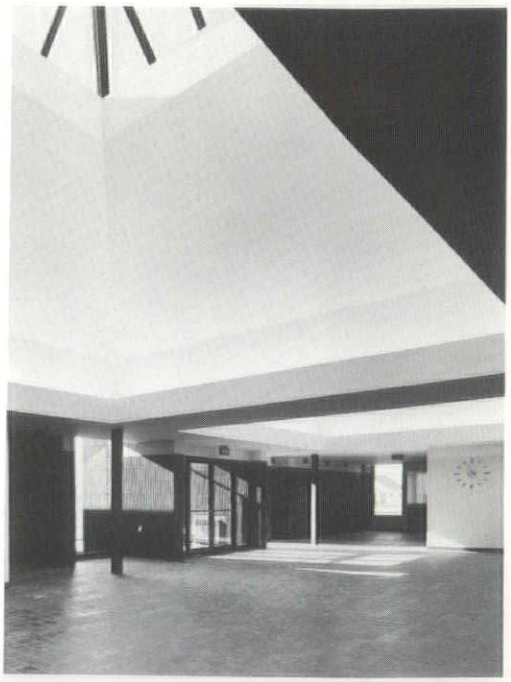
northwest

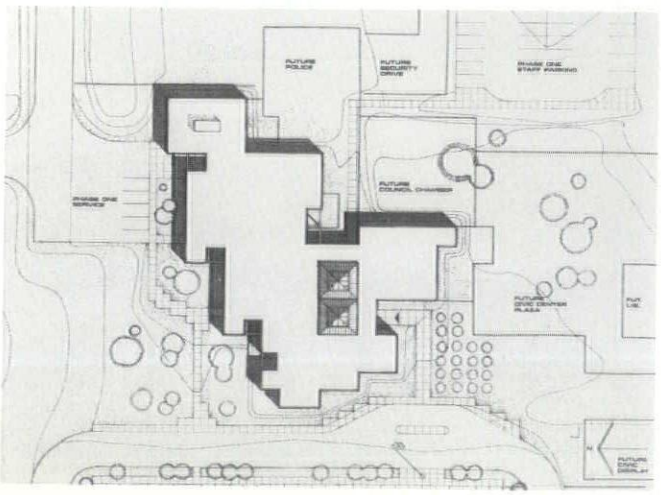


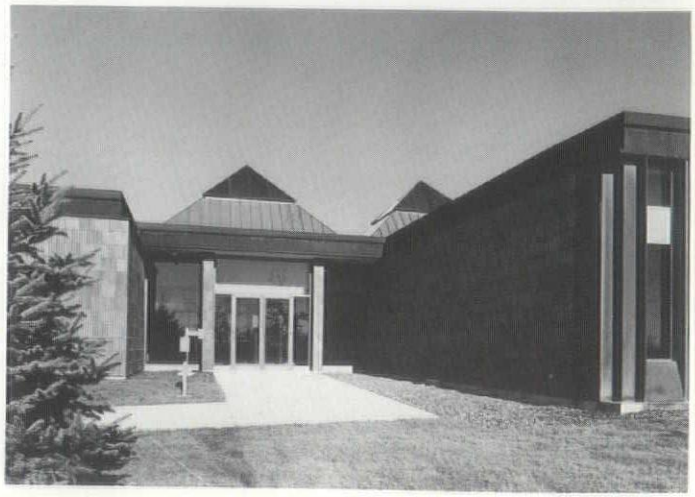
southwest

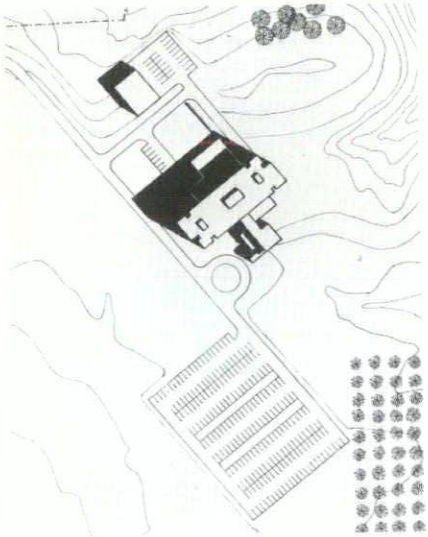
ADMINISTRATION BUILDING
City of Woodhaven, Michigan

Architect:	Harley Ellington Associates, Inc. Architects, Engineers, Planners 26111 Evergreen Road Southfield, Michigan 48076
Design Team:	A. F. Blair, Director of Design Barry Merenoff, Project Designer John F. Jones, Project Administrator
Landscape Architect:	Eichstedt, Grissim Young Associates Landscape Architects 18580 Mack Avenue Grosse Pointe Farms, Michigan 48236
Owner:	City of Woodhaven, Michigan
General Contractor:	J. S. Vig Construction Co. 1760 Fort Street Lincoln Park, Michigan 48146



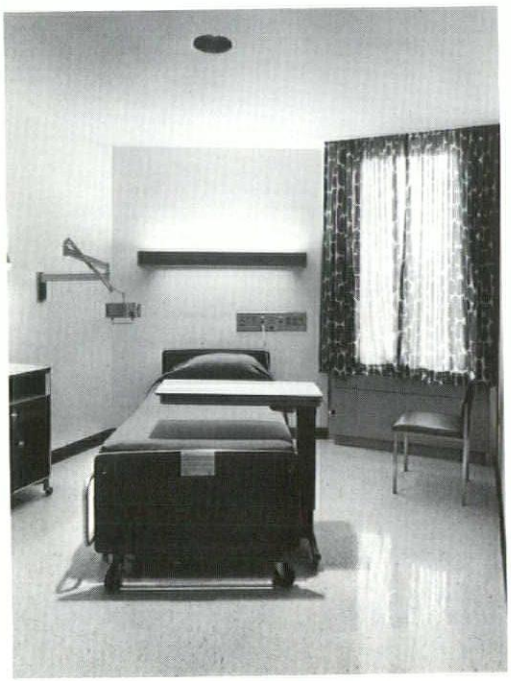


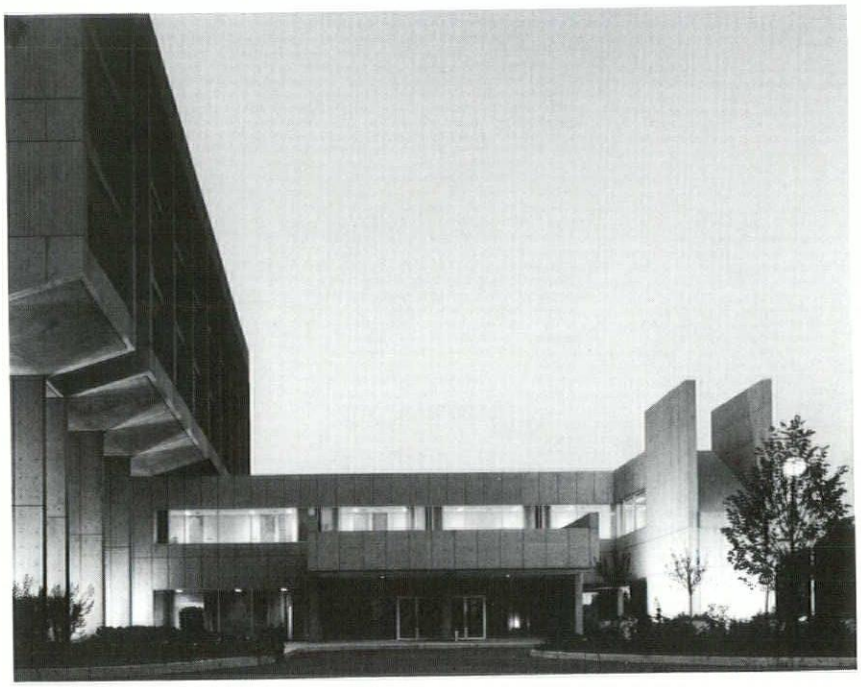


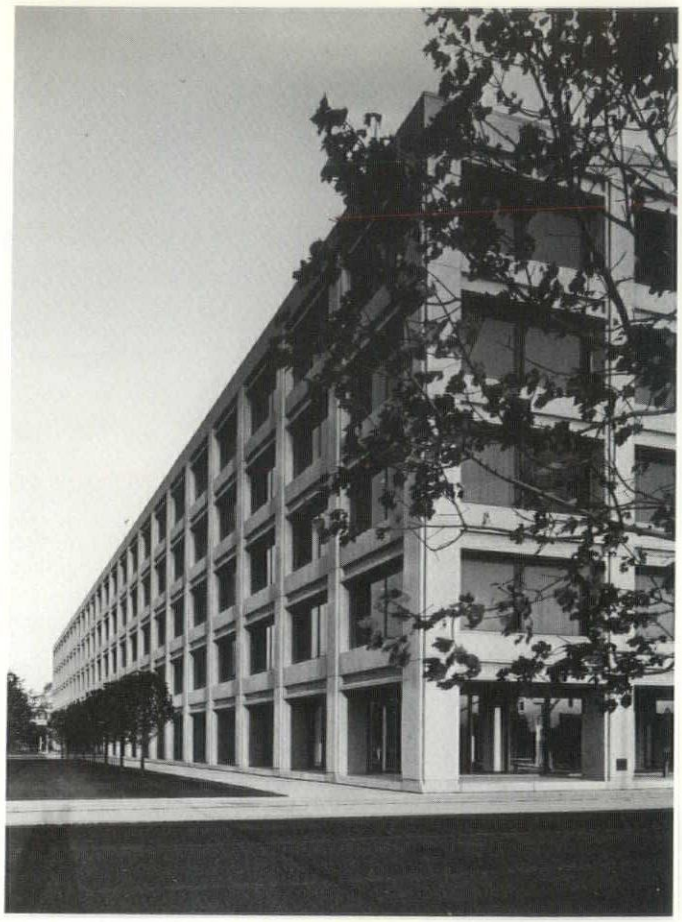


BETHESDA HOSPITAL NORTH
Montgomery, Ohio

Architect and Engineer:	Smith, Hinchman & Grylls Associates, Inc. 3107 West Grand Boulevard Detroit, Michigan
Associated Architects and Engineers:	Sullivan, Isaacs & Sullivan Cincinnati, Ohio
Owner:	Bethesda Hospital & Deaconess Association Cincinnati, Ohio
General Contractor:	Dugan & Meyers Construction Company, Inc. Cincinnati, Ohio

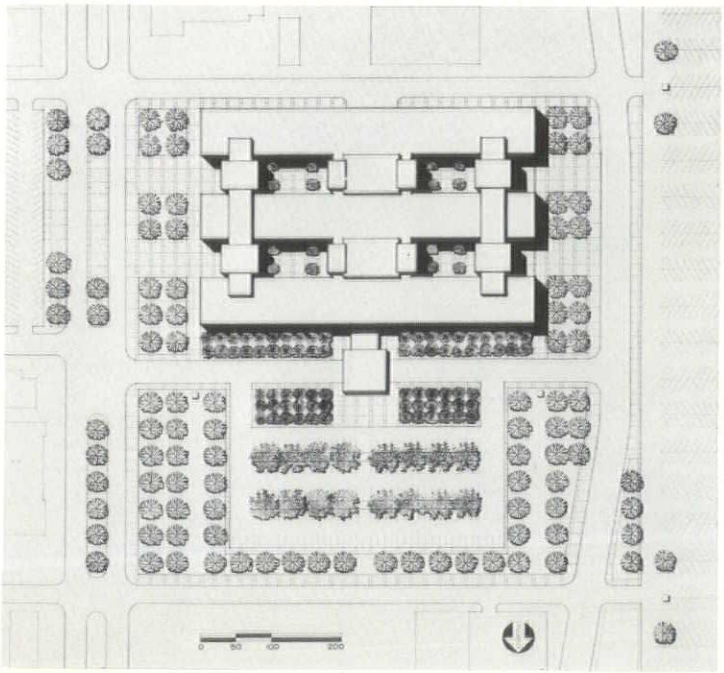


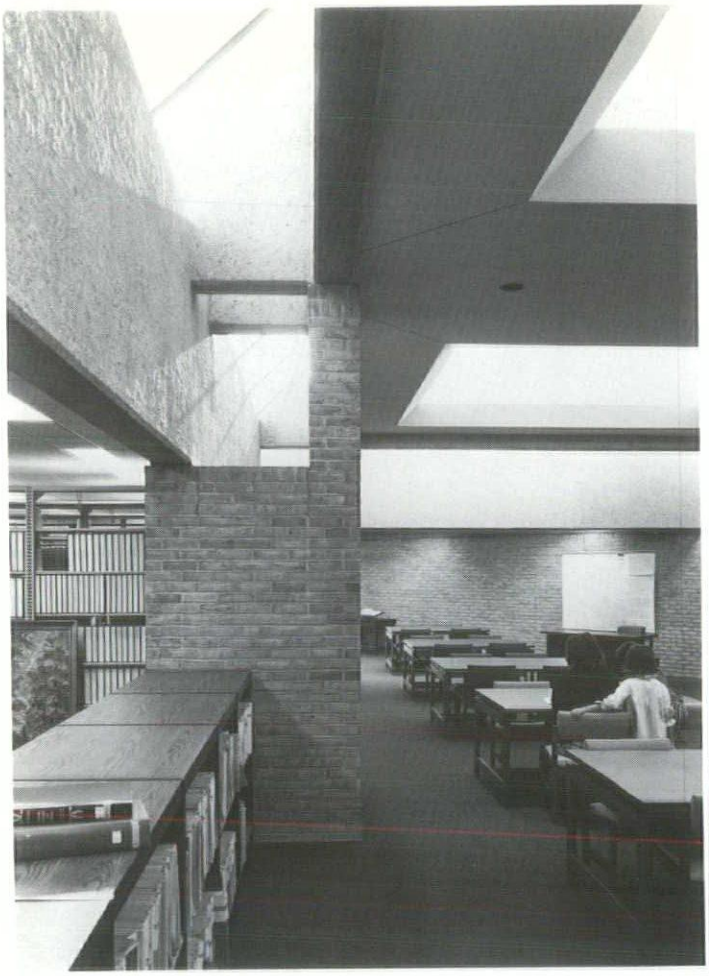




BURROUGHS CORPORATION WORLD HEADQUARTERS
Detroit, Michigan

Architects:	Smith and Gardner
Consultants:	Pierce, Wolf, Yee Consulting Engineers Eichstedt, Grissim, Young and Assoc. Consulting Landscape Architects
General Contractor:	Barton-Malow Co.





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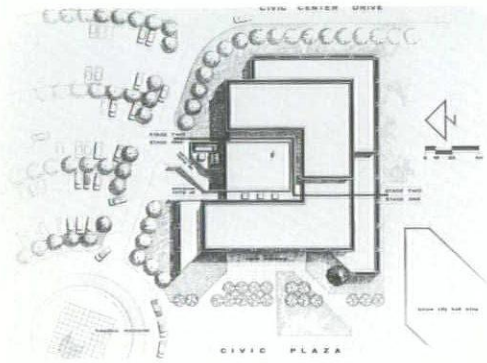
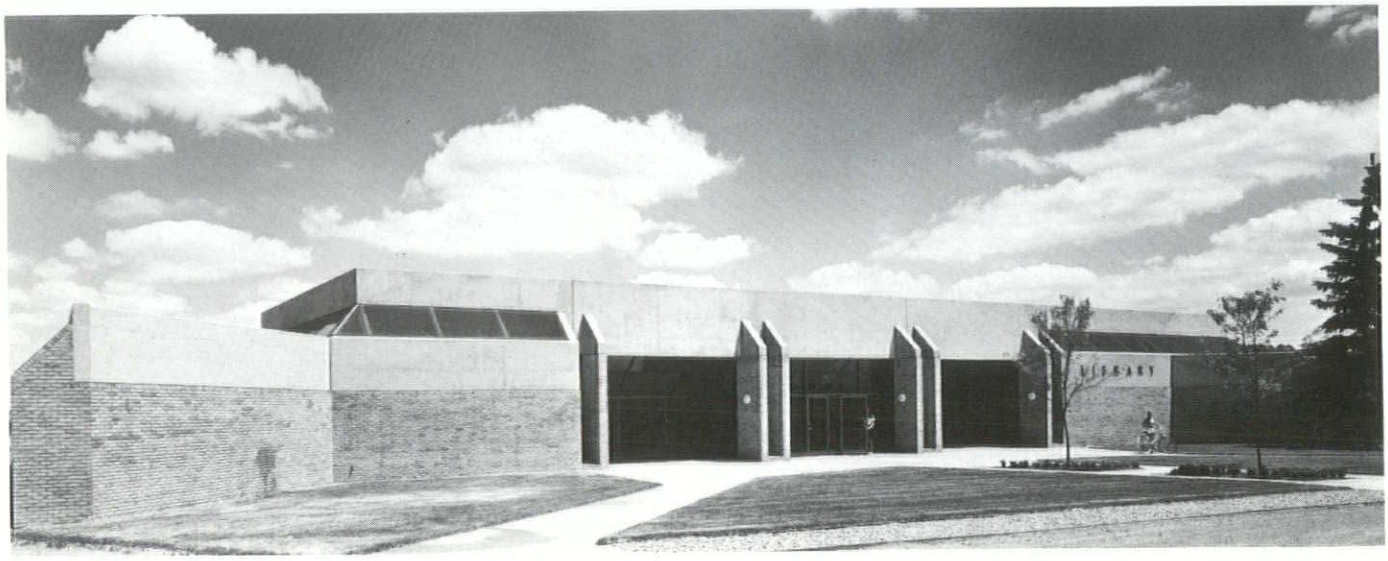
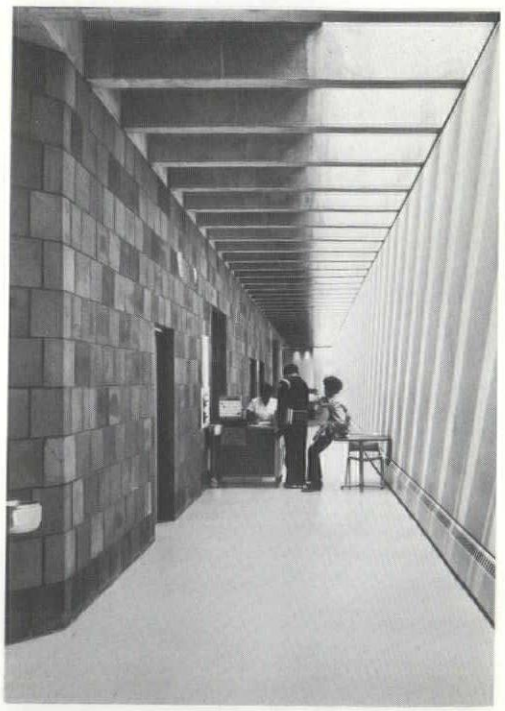
Troy, Michigan



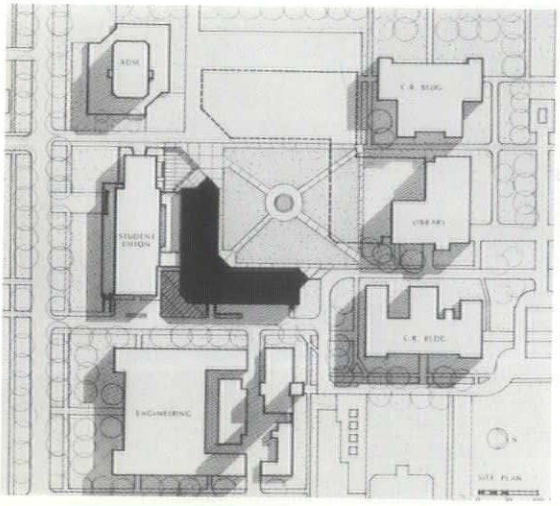
Architect:	Straub, Van Dine, Associates, Architects 177 W. Big Beaver Road Troy, Michigan
Consulting Engineers:	Holforty, Widrig, O'Neill (Structural) Hoyem, Associates (Mechanical and Electrical)
Landscape Architect:	Prote/Kraus, Associates
Owner:	City of Troy, Michigan
General Contractor:	Arthur O. Misch Co.

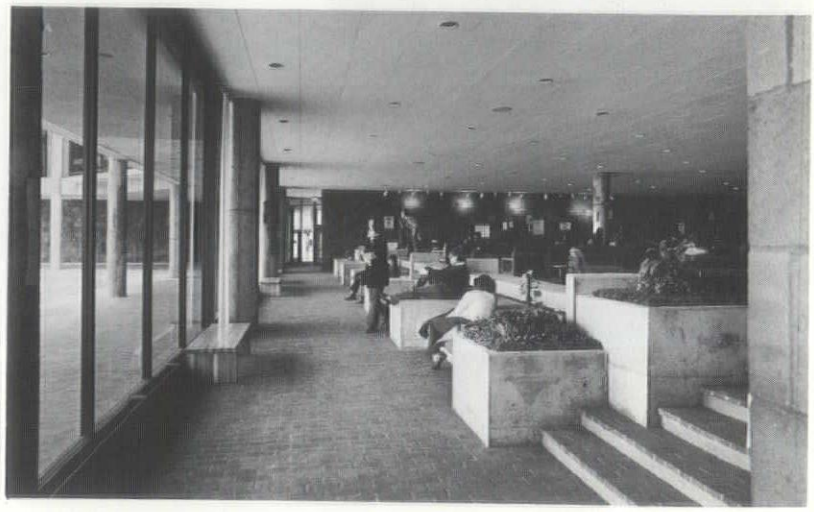


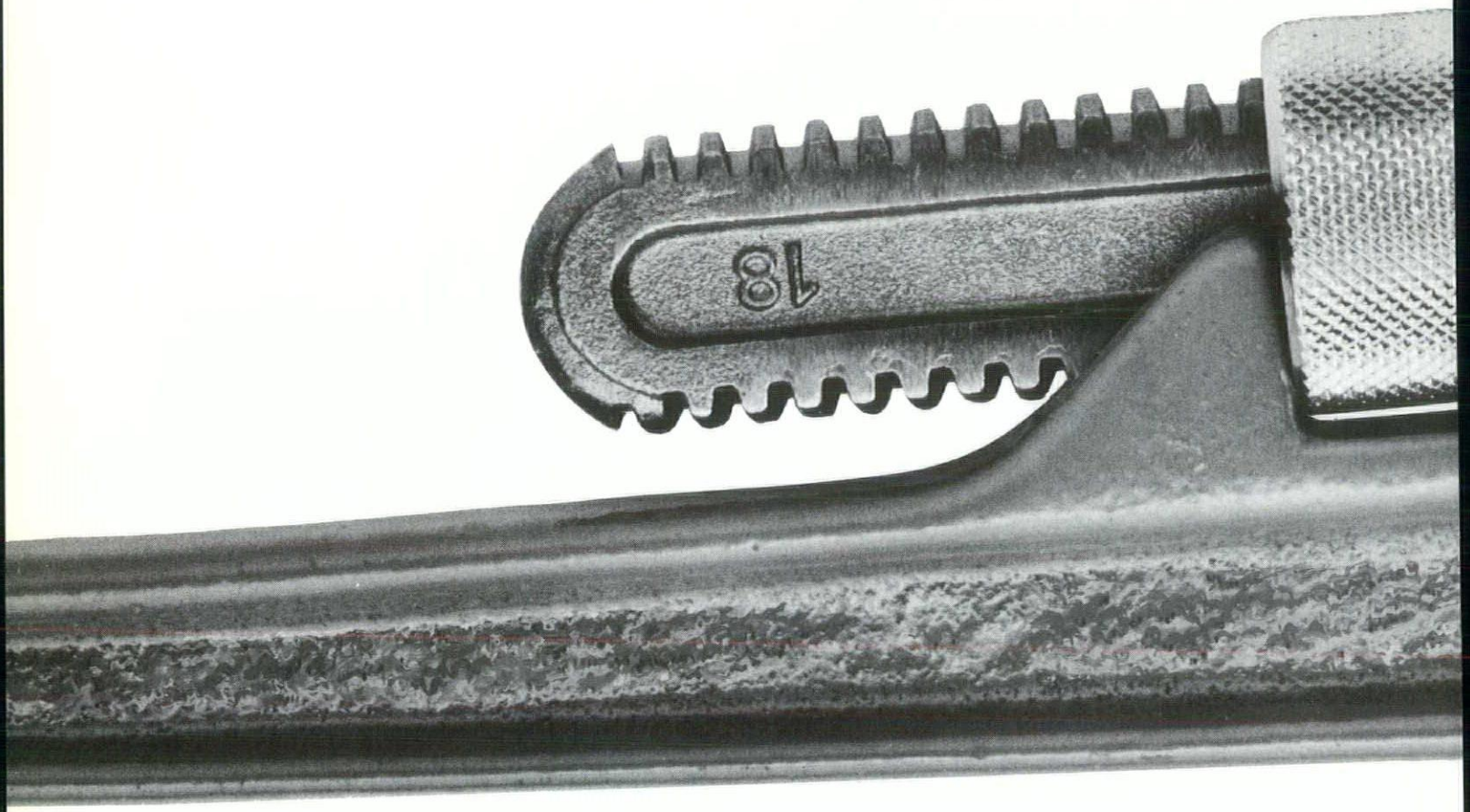
UNIVERSITY CENTER ANNEX
Detroit, Michigan



Architect:	Tarapata-MacMahon-Paulsen Corporation 1191 West Square Lake Road Bloomfield Hills, Michigan 48013
Consultants:	Structural— Robert Darvas Associates Ann Arbor, Michigan
	Mechanical and Electrical— Hyde & Bobbio, Inc. Detroit, Michigan
	Food Service— E. F. Whitney, Inc. Birmingham, Michigan
Owner:	University of Detroit
General Contractor:	Brennan Company Detroit, Michigan







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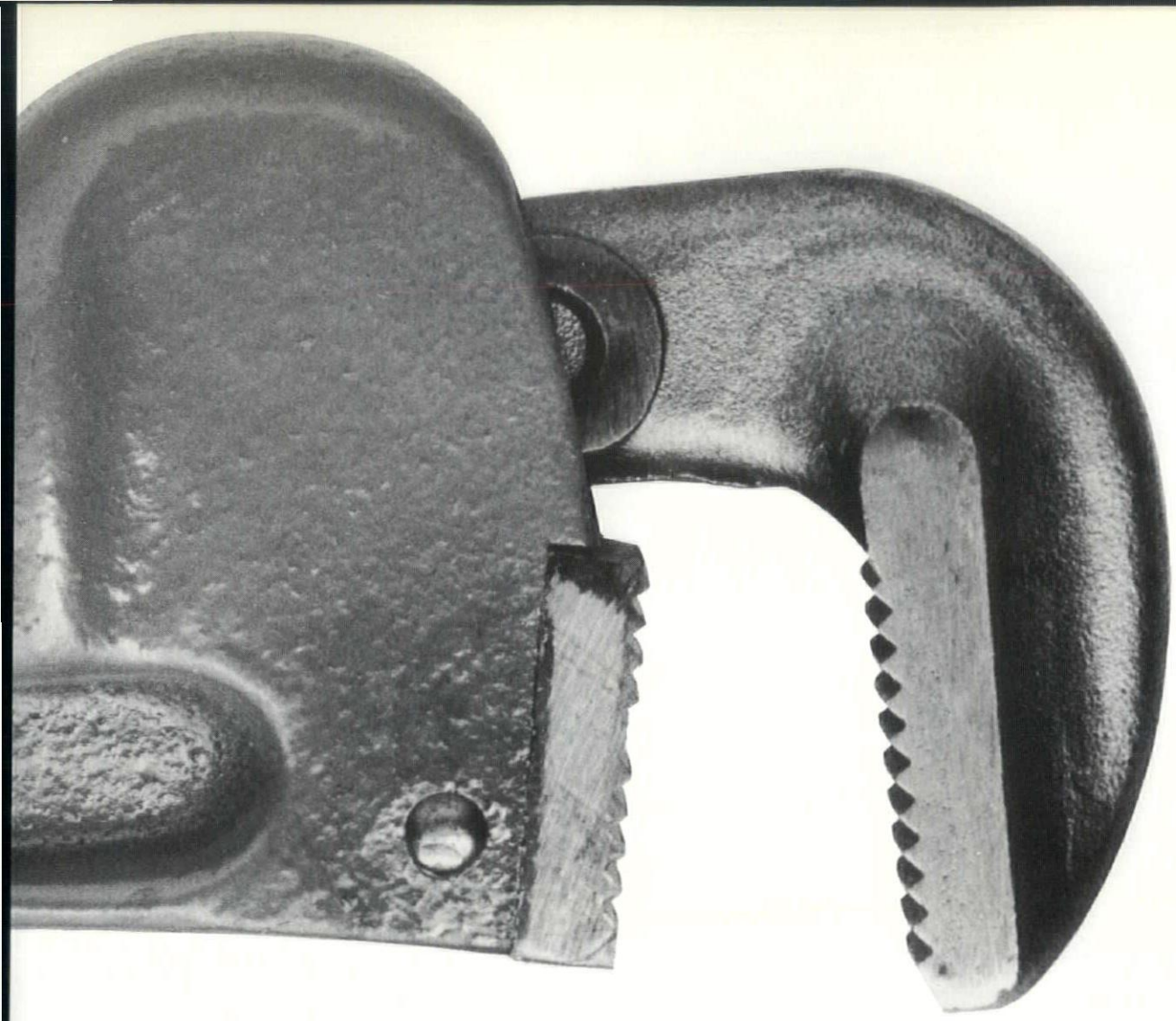

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A great deal, thank you. Because part of PHI's job today is to get ready for the big jobs tomorrow. And that's why PHI is busy with manpower studies, market research and educational programs. With everything from training aids for apprentices through conferences for supervisory people. Because PHI not only wants to help architects, engineers and builders get those jobs done. We want to help get them done right.

(Continued from page 2)
crete in sculptured form. Note how the use of the steel fencing enhances the detail of the basic structure. The jury felt the solution was extremely appropriate for an urban setting. In addition to an award in the Bell System Award Program, this project has been honored by the Michigan Society of Architects and the Detroit Chapter of the A.I.A. The Pontiac Northeast telephone exchange building, designed by Ellis/Naeyaert Associates, employed the use of precast panels to express the basic function of the equipment box and related office wing. It offset this simple, straightforward design concept by the appropriate placement of a sign that repeated the design theme. Complementary landscaping also added to the overall design solution. The jury's comment also noted that the design harmonized with and complemented the Oakland University Campus which is opposite the site.

While not a problem for most owners, we will build more additions to our existing buildings in any given year than we will build new structures. This is necessitated by the growth patterns of communities with the accompanying demand for telephone service. It is this eventuality that must be considered very carefully by the architect in his design solution for the initial building and is thoroughly reviewed in the design presentation. Most of our buildings will grow both laterally and vertically and care must be taken in the selection of materials, design module, and the point at which future additions (perhaps from one to six) will abut the existing building so as to continue the design intent and rhythm over the next twenty-five years or so. It's enough to make a seasoned architect completely frustrated, but for the truly talented designer it provides a good opportunity to arrive at a solution for the initial project that can be added to successfully.

Another important consideration in the juries' selection of an award winner is placing the building on the site so that future additions are easily accommodated. And for those who may say "What's so difficult about that?", the proper location on the site is not as easy as it sounds. There are some very definite guidelines as to where the underground telephone cables enter the building which in turn specifically locates where the equipment inside the building will be installed. This in turn, like dominoes, determines the location of ancillary functions. Of course some variation is allowed, as long as it doesn't exceed one-fourth of an inch within the equipment room. How is that for a design constraint?

Because many good design solutions are wasted by poor site lighting and landscaping, we insist that the lighting consultant and landscape architects' inputs are a part of the initial design solution. Michigan Bell also feels that while the architect is supposedly the "master builder," he should be wise enough to recognize his limitations and seek professional help in these areas. The cost is generally minimal for the results obtained. The jury in the recent Architectural Review was very critical of the number of entries that lacked edequate landscaping or landscaping treatment that was completely inappropriate.

Many other areas are reviewed carefully by Michigan Bell and the

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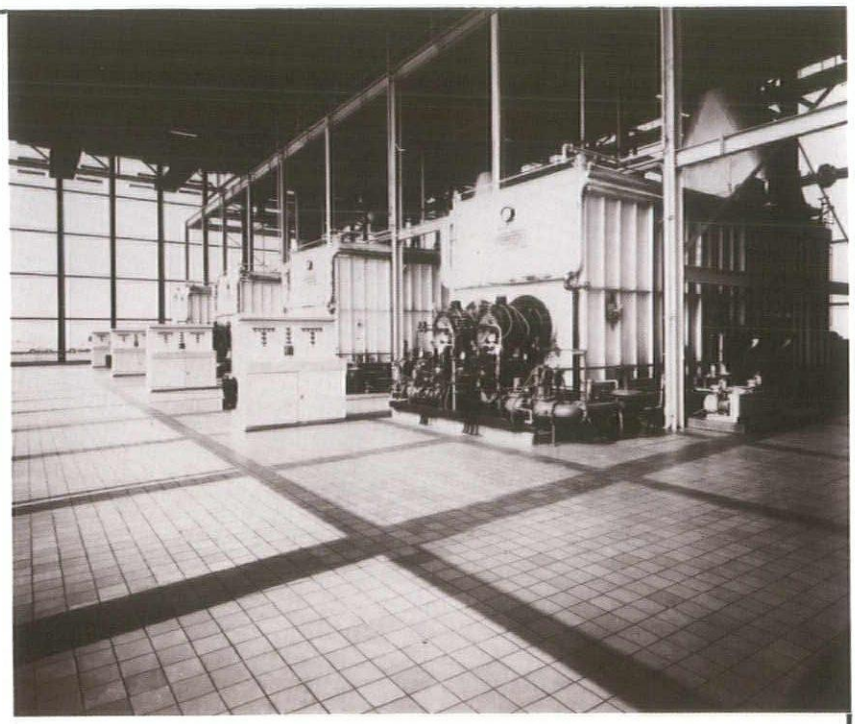

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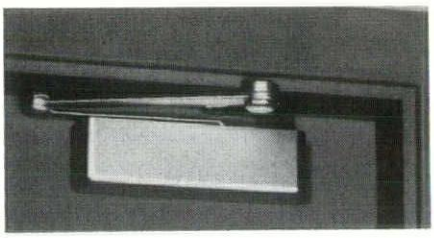

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jury in selecting award winners. Items such as proper selection of materials for the location of the building, i.e., an urban setting versus one in a residential area, not over-emphasizing the entrance, careful attention to building signing, coordination of exterior metal finishes and need for or misuse of windows (If they serve a purpose, they should be used; if not, a wall without a window can be a design feature).

In short, attention to detail is very important in the award winning design. Note the careful attention to detail given the massive Plymouth 4A telephone exchange building project in the treatment of the turbine air intake and in the entry court. This was an award winner by just such careful handling by Smith, Hinchman and Grylls.

And by the way, emulating what you see on every street corner or by duplicating what Architect Joe Famous has just done is the surest way not to win an award. It's the quickest way to "turn off" a jury. Perhaps the old cliche that "form follows function" is the best advice to give to architects who want to produce simple, straightforward design that in all likelihood will wind up as an award winner as well as being economical for the owner.

Michigan Bell consistently challenges the architects who handle its projects to strive for excellence in design at reasonable cost in several ways. In the schematic and design phases particular emphasis is placed on project cost estimates. This is done to be sure costs are kept under control in case the designer got carried away. Also, the biannual Awards Program provides a continuing opportunity to review the cost results of current performance combined with the design effort and make adjustments to improve performance. Further, a critique by an impartial consultant retained by A.T.&T. will review any project in the design phase and offer appropriate comments to improve the design and cost aspects if both the architect and Bell building executive feel it will be to the advantage of the project.

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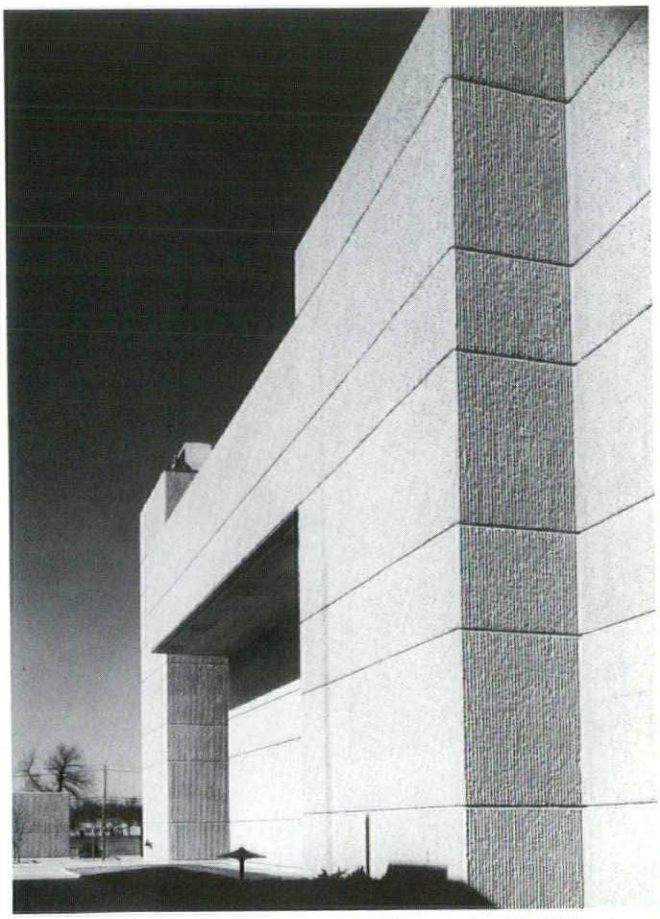

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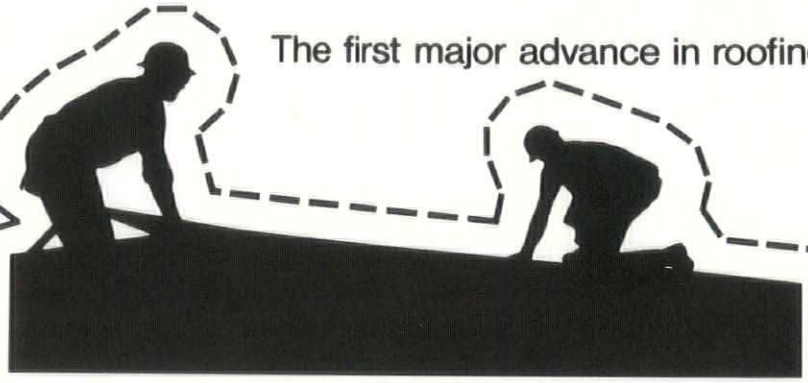

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ment on and critique the entire project (even when not asked), including the design, taking into consideration the experience we have gained in building literally hundreds of new buildings and two or three times as many additions to those buildings. We are especially sensitive to materials that haven't performed up to the recommendations of the manufacturers or that cause continuing maintenance problems. We feel we have a very important obligation to our operating personnel who must operate and maintain those buildings for thirty to forty years. And believe me, they're not interested in whether a building receives a design award if the materials used are difficult to maintain or impossible to match when repairs are necessary.

Having sat through these critiques, Phil Nicholas, A.I.A., of Ellis/Naeyaert Associates says:

"The design critique process provides an excellent opportunity for the architect to pause, listen, and evaluate as to how well he has interpreted the design criteria. Michigan Bell, as is the case with most clients, is looking for the optimum in their structures, that is excellence in design and an economical maintenance free facility. The listening process is important because it reveals the continuous change occurring in the sophistication of the equipment that is being housed in Michigan Bell facilities. This ever-changing criteria has distinct implications on all facets of the facility but with particular emphasis on the mechanical and electrical requirements.

"It is important to understand that building design is a multi-disciplined solution to the problem of creating the optimum physical environment for complex and sophisticated communications equipment. While Michigan Bell supports excellence in architecture, they are in the business of providing telephone service to the community and therefore, the functional needs of the facility must become the paramount design consideration. If such needs are satisfied and an award winning building is also a result of that solution, then the architect has come close to providing the service Michigan Bell, or any other client, has the right to expect from the design profession."

As a means of summarizing and enhancing the critiquing process, Michigan Bell hosts a feedback on the results of the most recent Bell System Awards Program and invites all architectural firms who have done work for them during that period on projects eligible for submission for judging. The most recent such gathering was on October 6, 1971, when the principals and chief designers of sixteen firms sat down with Michigan Bell executives and reviewed the results (good and bad) of their efforts.

At this session slides of all entries in the Program were shown and the jurors' comments reviewed. Emphasis was placed on reviewing those comments that are made by every jury about details that detract from the design and yet are seen repeated in entries at every competition. And what is particularly confusing is that the architect is the same in many cases. If the architect is knowingly creating poor design he certainly is doing a disservice to himself and his profession. On the other hand, operating companies who haven't been successful in the Program should take a look at the latitude they

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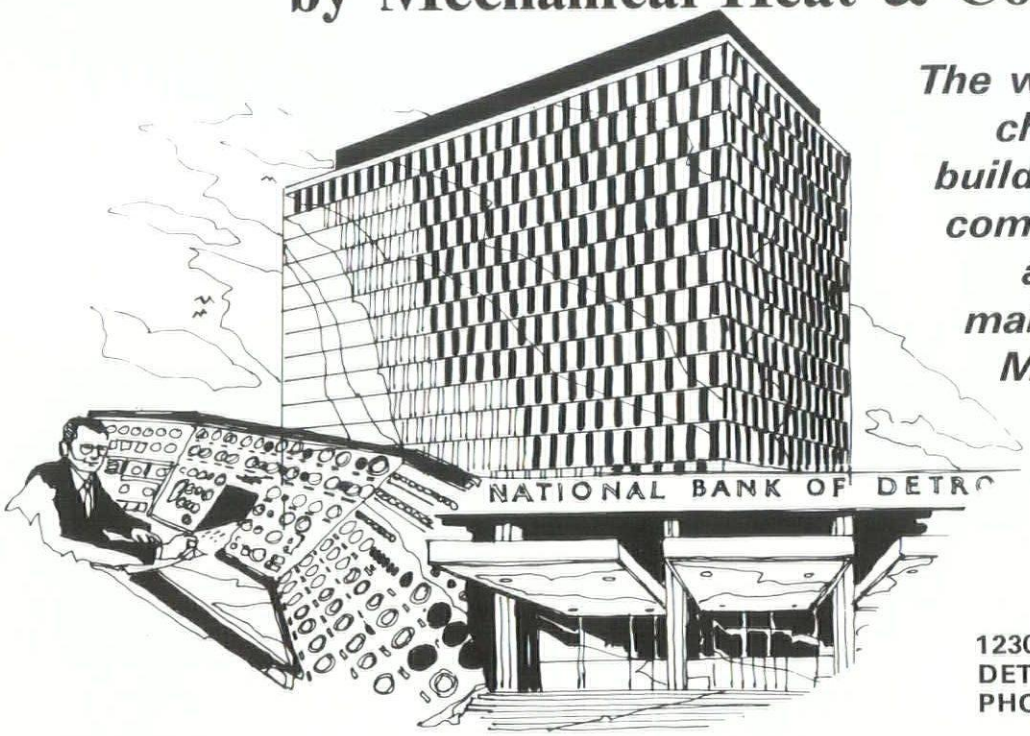

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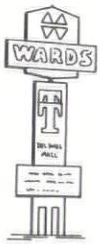

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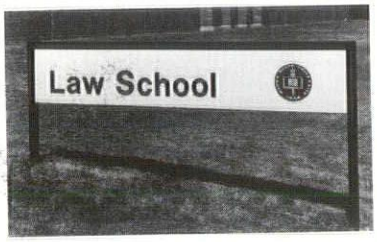

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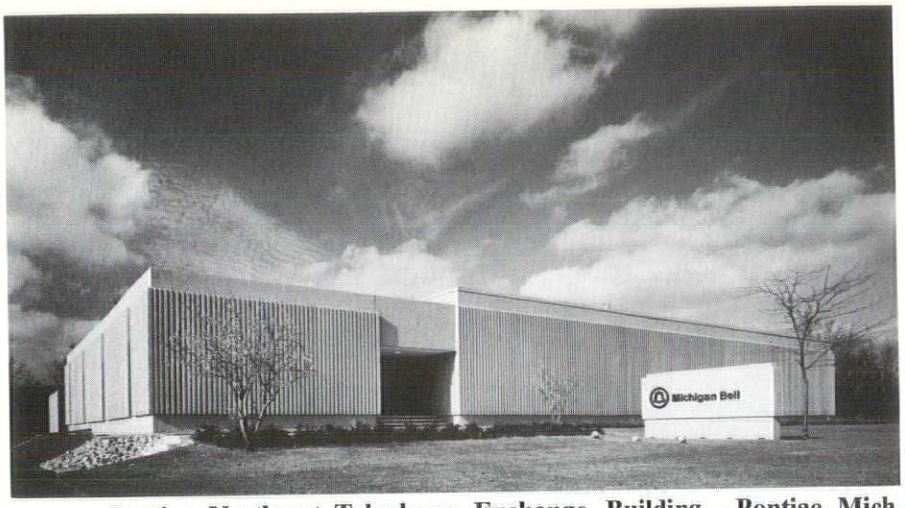


Pontiac Northeast Telephone Exchange Building—Pontiac, Mich.

allow the designer in arriving at the proper design solution for the problem presented and not control his design by dictate or committee action. The latter always leads to compromise of the refinements in the solution that make the difference between good architecture and hackneyed expressions of what is seen on every street corner in colors to suit your choice.

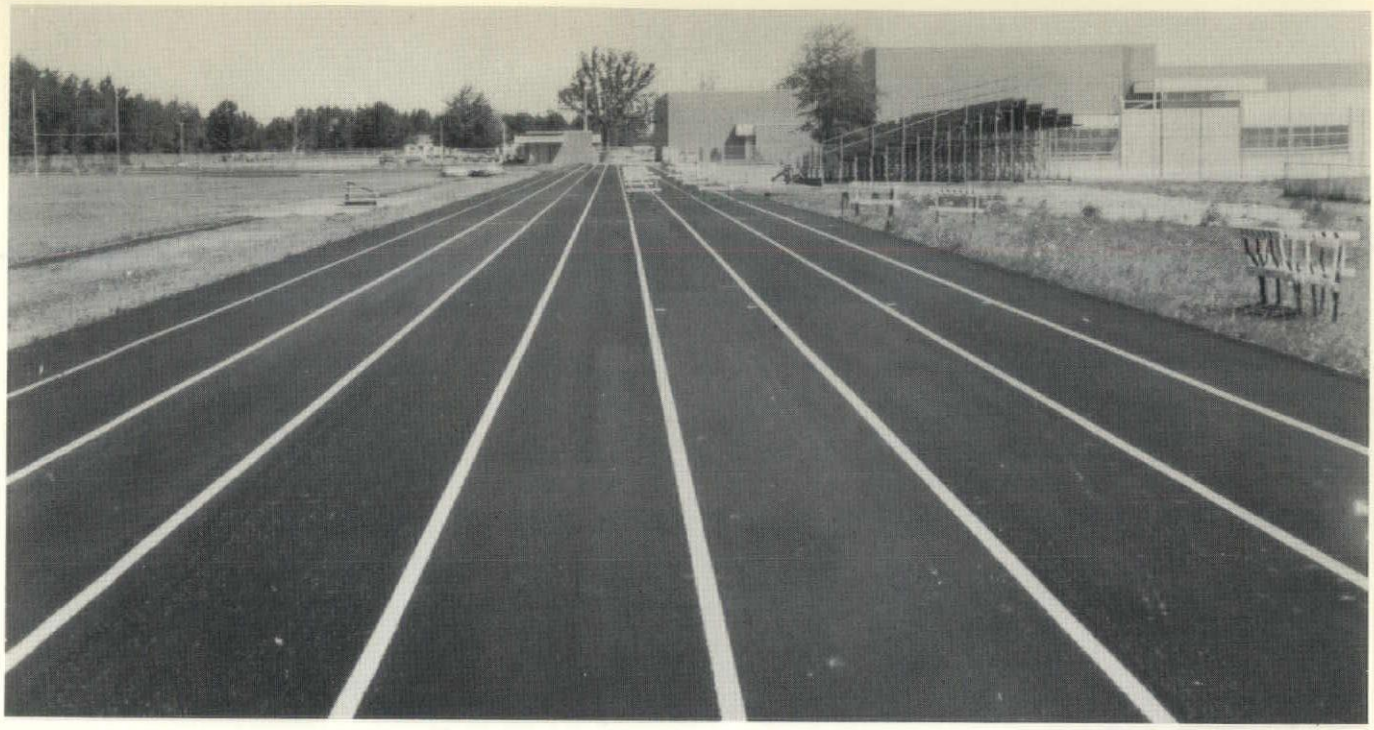
Also pointed out at this critique was the importance of good photography in submitting the entry. It's not enough that either the architect or the owner has a good camera and a roll of film in order to get a picture. Experience has taught us that a photographer trained specifically for taking architectural photographs must be employed and given sufficient time to study the building in its changing moods throughout the day and, if possible, when the landscaping and foliage will do the most to enhance the setting and character the architect has created. The jury has to rely on photographs since they can't personally visit the project to get the best view. The photograph had better do that job or the project won't even get a second look.

Commenting on that session, Chuck MacMahon, F.A.T.A., of Tarapata-MacMahon-Paulsen Associates, Inc., stated:

"When I saw the presentation, two things occurred to me as Michigan Bell articulated the specific objectives which any new building should fulfill. I think first of all I wish that other clients of ours, that are not as knowledgeable and sophisticated about architecture, could have witnessed the presentation. Our typical client often doesn't understand his own goals sufficiently to identify the specific objectives for the building program. It is absolutely essential that the owner and the architect have a clear cut mutual understanding about the long range goals and the specific objectives for attaining these goals. Too often there may be a misunderstanding on these matters. The owner, for example, may wish to have a corporate headquarters building at moderate cost with a high degree of functional excellence without any premium for special design considerations, while the architect may have an additional personal goal to achieve some sort of monument for the owner (and the architect too) and be unaware of the additional costs that this may be causing.

"Second, I wish that everyone in our organization could witness your presentation so that they would really understand the importance of total design. We have a saying in our office that simplicity is not a simple thing and we strive to find the simplest practical solution. Our people, and I mean every single one who is involved in the project, must have a thorough basic knowledge of the purpose of the building, the essentials of the owner's program and his criteria of building standards. This information, which is so vital to the success of a project, must be effectively communicated to the architect at the outset and this Michigan Bell has done with great clarity."

Michigan Bell is very pleased at the consistently high level of performance that the Michgan Architectural Community has achieved over not only the twelve years that



ARCHITECT: Alden Dow, Inc.

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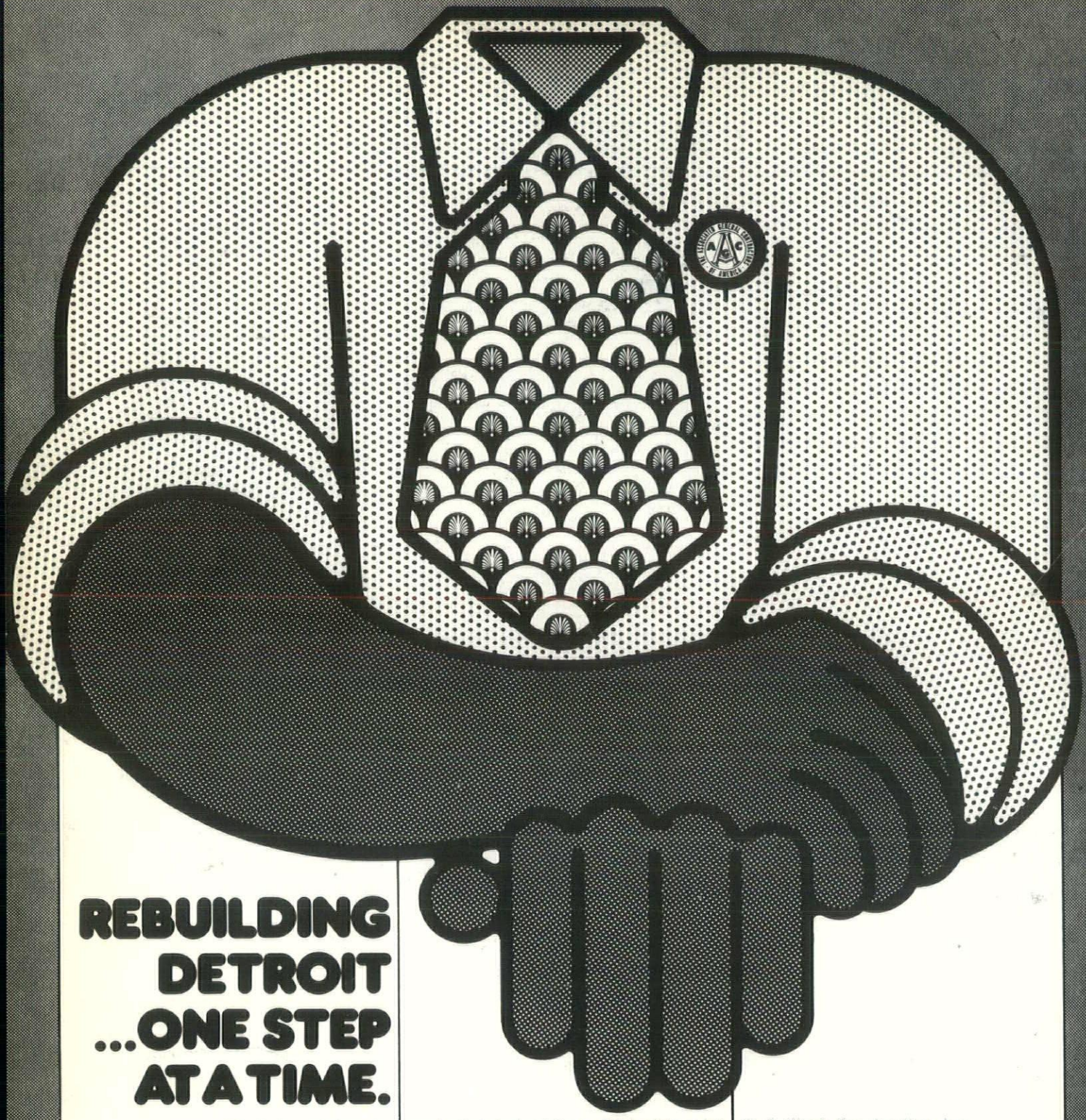

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